

Week of 10/03/16

Sales Order

Est. 2450

Date: 9/30/16

Station: **WRMD-TV** Agency: **SCREEN STRATEGIES MEDIA**
 Contract Name: **F4PM 1467453 est2450** Address: **11150 Fairfax Boulevard,**
 Contract#: **1428035925** Suite 505
 Start Date: **10/03/16** End Date: **10/07/16** City: **Fairfax** State: **VA** Zip: **22030**
 Revenue Type: **POLITICAL SALES** Buyer: _____
 NATIONAL Type: **Cash** Tax Schedule: _____ (None)
 Advertiser: **FRIENDS/PATK MURPHY** Agency Commission %: **15**
 Address: _____ Billing Cycle: **Standard**
 City: _____ State: _____ Zip: _____ Salesperson: **5323nnat** Comm %: **0**
 Product Name: **PATRICK MURPHY 2450** Makegood Policy: **Within Contract Dates**
 Estimate #: **2450**
 Competitive Code: **POLITICAL**

No	DATES		Alt wks	TIMES		LEN	DISTRIBUTION										RATE	TOTALS		PTY
	START	END		START	END		M	T	W	T	F	SA	SU	Per Wk	D/W	SPOTS		\$\$		
1	10/05/16	10/07/16		6:00 AM	7:00 AM	30			1		1			2	D	45.00	2	90.00	1	
	W, F 1/DAY																			
2	10/03/16	10/07/16		7:00 AM	10:00 AM	30	1	1	1	1	1			5	D	45.00	5	225.00	1	
	M - F 1/DAY																			
3	10/03/16	10/06/16		2:00 PM	3:00 PM	30	1			1				2	D	45.00	2	90.00	1	
	M, Th 1/DAY																			
4	10/05/16	10/05/16		3:00 PM	4:00 PM	30			1					1	D	130.00	1	130.00	1	
	W																			
5	10/07/16	10/07/16		4:00 PM	5:00 PM	30					1			1	D	80.00	1	80.00	1	
	F																			
6	10/04/16	10/04/16		5:00 PM	6:00 PM	30		1						1	D	130.00	1	130.00	1	
	Tu																			
7	10/03/16	10/06/16		6:00 PM	6:30 PM	30	1		1	1				3	D	150.00	3	450.00	1	
	M, W - Th 1/day																			
8	10/03/16	10/07/16		7:00 PM	8:00 PM	30	1	1			1			3	D	500.00	3	1,500.00	1	
	M - Tu, F 1/day																			
9	10/05/16	10/05/16		9:00 PM	10:00 PM	30			1					1	D	400.00	1	400.00	1	
	W																			
10	10/06/16	10/06/16		8:00 PM	11:00 PM	30				1				1	D	1,200.00	1	1,200.00	1	
	Th Latin Ameri.Music Awards																			
11	10/04/16	10/07/16		11:00 PM	11:30 PM	30		1			1			2	D	125.00	2	250.00	1	
	Tu, F 1/day																			
12	10/04/16	10/07/16		12:00 AM	12:30 AM	30		1	1	1	1			4	D	45.00	4	180.00	1	
	Tu - F 1/day																			

Billing Projections: By Month

Oct 16
 CA 4,725.00
 ST 4,725.00

☒ Print Spot Prices

EST.2450

TOTAL SPOTS 26

GROSS TOTAL \$ 4,725.00

ADJUSTED SPOTS 26

ADJUSTED TOTAL \$ 4,725.00

APPROVE DECLINE

☐☐

General Manager

☐☐

Regional Traffic Manager

☐☐

National Sales Manager

☐☐

Local Sales Manager

Status Confirmed **Traffic Order#** 1467453

Last Received:
Showing Buylines:

Printed: 09/29/16 9:36 AM
09/29/16 9:36 AM
All Lines

1 of 2

Station	WRMD-TV TAMPA
Advertiser	(F4M) FRIENDS/PATK MURPHY
Product	PATRICK MURPHY 2450
Estimate#	2450
Buyer	RACHAEL JONES

Agency (S)SME, SCREEN STRATEGIES MEDIA
1150 FAIRFAX BLVD., SUITE 505
FAIRFAX, VA 22030
Agency C/P1/P2/E 7/2450
Flight Dates 10/03/16-10/09/16

Rep Firm NBCUNIVERSAL
Sales Office (WA) WASHINGTON
Salesperson (HIL) WILL HILDEBRANDT
Sales Assistant SUE
Salesperson Phone# 2028854861
Salesperson Fax#

Ln	Day	Time	Program	Len	RTG/IMP	GRPs/ (000)	Rate	Dates	Spots/ week	Total Spots	Total Cost
1	W, F	6A-7A	SUELTA LA SOPA Buy Comment: ORDER: 1/DAY	30	-	-	\$45.00	10/05-10/07	2	2	\$90.00
2	M-F	7A-10A	UN NUEVO DIA Buy Comment: ORDER: 1/DAY	30	-	-	\$45.00	10/03-10/07	5	5	\$225.00
3	M, Th	2P-3P	SUELTA LA SOPA Buy Comment: ORDER: 1/DAY	30	-	-	\$45.00	10/03-10/06	2	2	\$90.00
4	W	3P-4P	MEJOR CASO CERRADO	30	-	-	\$130.00	10/05-10/05	1	1	\$130.00
5	F	4P-5P	AL ROJO VIVO	30	-	-	\$80.00	10/07-10/07	1	1	\$80.00
6	Tu	5P-6P	CASO CERRADO	30	-	-	\$130.00	10/04-10/04	1	1	\$130.00
7	M, W-Th	6P-630P	NEWS Buy Comment: ORDER: 1/DAY	30	-	-	\$150.00	10/03-10/06	3	3	\$450.00
8	M-Tu, F	7P-8P	CASO CERRADO Buy Comment: ORDER: 1/DAY	30	-	-	\$500.00	10/03-10/07	3	3	\$1,500.00
9	W	9P-10P	PRIME NOVELA	30	-	-	\$400.00	10/05-10/05	1	1	\$400.00
10	Th	8P-11P	LATIN AMERICAN MUSIC AWARDS Buy Comment: *** SPECIAL *** LATIN AMERICAN MUSIC AWARDS	30	-	-	\$1,200.00	10/06-10/06	1	1	\$1,200.00
11	Tu, F	11P-1130P	NEWS Buy Comment: ORDER: 1/DAY	30	-	-	\$125.00	10/04-10/07	2	2	\$250.00
12	Tu-F	12A-1230A	TITULARES Y MAS Buy Comment: ORDER: 1/DAY	30	-	-	\$45.00	10/04-10/07	4	4	\$180.00

ORDER WORKSHEET

Rep Order# 1467453 Ver# 1 Status Confirmed Traffic Order# 1467453 Printed: 09/29/16 9:36 AM 2 of 2
 EC'd No Last Received: 09/29/16 9:36 AM
 Showing Buylines: All Lines

Station WRMD-TV TAMPA
 Advertiser (F4PM) FRIENDS/PATK MURPHY
 Product PATRICK MURPHY 2450
 Estimate# 2450
 Buyer RACHAEL JONES
 Agency (SSME) SCREEN STRATEGIES MEDIA
 11150 FAIRFAX BLVD, SUITE 505
 FAIRFAX, VA 22030
 Agency C/P1/P2/E /2450
 Flight Dates 10/03/16-10/09/16
 Rep Firm NBCUNIVERSAL
 Sales Office (W/A) WASHINGTON
 Salesperson (HIL) WILL HILDEBRANDT
 Sales Assistant SUE
 Salesperson Phone# 2028854861
 Salesperson Fax#

Ln	Day	Time	Program	Len	RTG/IMP	GRPs/ (000)	Rate	Dates	Spots/ Week	Total Spots	Total Cost
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---REPORT TOTALS---

Report Totals: 26 / \$4,725.00

---SALES MONTHLY TOTALS---

Oct2016: 26 / \$4,725.00

Order Totals: 26 / \$4,725.00 Total GRPs: 0.0

--- COMPETITIVE ---

Market Totals \$4,725.00 CGAL .00% OTHE .00% WAC .00% WBL .00% WRMD 100.00%

--- COMPETITIVE COMMENTS ---

COMPETITIVE TO FOLLOW

Books [OCT16]
 Demos RA35+P

--- CREDIT RISK ---

STANDARD CREDIT TERMS

AGREEMENT FORM FOR POLITICAL CANDIDATE ADVERTISEMENTS

(check applicable box)

☒ **FEDERAL CANDIDATE**

☐ **STATE/LOCAL CANDIDATE**

To Avail Themselves Of The Lowest Unit Charge During A Political Window, Federal Candidates Must Sign The Certification On Page 3

Station and Location:

WRMD-TV

Date: 9/29/2016

I, Screen Strategies Media,

being/on behalf of: Patrick Murphy,

a legally qualified candidate of the Democratic

political party for the office of: U.S. Senate

in the General

election to be held on: 11/8/2016

do hereby request station time as follows:

Broadcast Length	Time of Day, Rotation or Package	Days	Class	Times per Week	Number of Weeks

Attach proposed schedule with charges (if available): \$4,016.25

I represent that the payment for the above described broadcast time has been furnished by:

Friends of Patrick Murphy

and you are authorized to announce the time as paid for by such person or entity. I represent that this person or entity is either a legally qualified candidate or an authorized committee/organization of the legally qualified candidate.

The name of the treasurer of the candidate's authorized committee is:

Brian Foucart

This station has disclosed to me its political advertising policies, including: applicable classes and rates; and discount, promotional and other sales practices (not applicable to federal candidates).

THIS STATION DOES NOT DISCRIMINATE OR PERMIT DISCRIMINATION ON THE BASIS OF RACE OR ETHNICITY IN THE PLACEMENT OF ADVERTISING.

To Be Signed By Candidate or Authorized Committee

9/29/2016

Date



Signature

To Be Signed By Station Representative

☐ Accepted

☐ Accepted in Part

☐ Rejected

Signature

Printed Name

Title